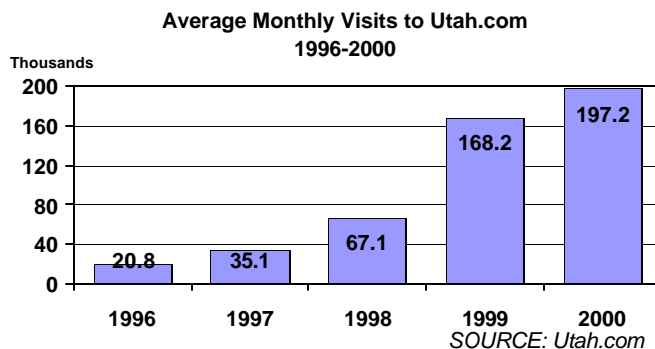
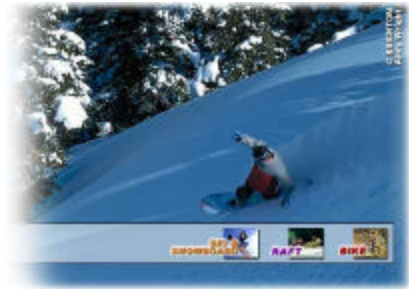


# TOURIST CONTACTS

**Utah.com.** The presence of the Internet has revolutionized the method by which travelers seek out destination information. According to a recent report issued by the Travelers Association of America (TIA), the percentage of U.S. adults who use the Internet for travel planning, including seeking out destination information or making price or schedule comparisons has increased dramatically, rising from about 2% of all U.S. adults in 1996 to 30% of adults in 2000. This represents nearly 60 million online travelers. The most common types of Internet sites travelers frequent are search engines (77%), company sites (63%) and destination sites (63%). Utah operates its own destination website with consumer

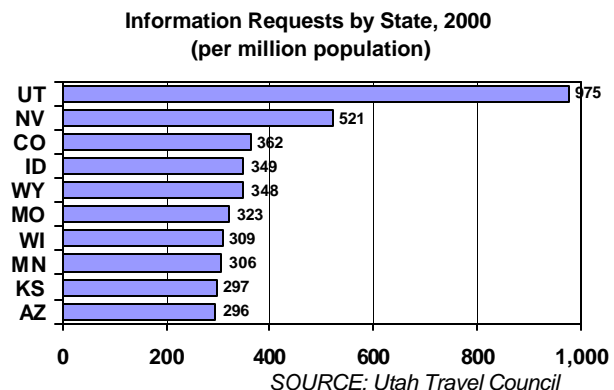


information at [www.utah.com](http://www.utah.com). Results from Utah.com corroborate the findings of the TIA research report. Average monthly visits to the website have risen nearly 850% since 1996, from 20,800 per month in 1996 to 197,200 per month in 2000. The Internet became the number one source of requests for the 2000 Utah Travel Guide, with nearly 30% of information requests received via the Internet.

**Utah Travel Guide.** During 2000, nearly 62,000 requests for Utah Travel Guides were recorded, roughly equal to the number of requests that were received in 1999. Fulfillment requests were received from all fifty states, the District of Columbia, several U.S. territories and 98 countries worldwide. Domestic requests accounted for 90% of the total, with the distribution of requests generally mirroring state populations. A per capita measure of Utah Travel Guide makes state comparisons more relevant. By that measure, western states appear at the top of the list, led by Utah, Nevada, Colorado and Idaho. Several Midwestern states, including Missouri, Wisconsin and Minnesota also appeared in the top ten, suggesting a possible regional advantage in that area. Among international requests, Western Europe and Canada dominated the list, accounting for over 75% of total requests. However, the widespread distribution of the Utah Travel Guide and the growing number of requests from developing countries in Eastern Europe, Asia and South America reflects the ease with which information is exchanged in the modern economy and the increasing interest in international travel.

Utah Travel Guide Distribution - 2000			
Region	% of Total	State	% of Total
United States	89.3%	California	7.8%
W. Europe	4.7%	Texas	7.1%
Canada	3.4%	Florida	5.6%
E. Europe	1.1%	Illinois	5.1%
Asia	0.6%	Pennsylvania	4.0%
Oceania	0.4%	New York	3.9%
S. America	0.3%	Utah	3.8%
Middle East	0.1%	Ohio	3.4%
Africa	0.0%	Missouri	3.1%
		Michigan	3.1%

SOURCE: Utah Travel Council



**Welcome Centers.** Utah operates five welcome centers located at the key points of entry to the state plus a visitor information center at Council Hall in Salt Lake City. In 2000, 732,000 visitors were recorded at welcome centers, reflecting a slight decrease over 1999 and marking the fourth time in five years that welcome center visitation has declined. Visitation reports at the centers were mixed, with Council Hall (20.9%) and St. George (5.9%) reporting increases. Visitation at Echo remained unchanged over 1999 while visitors to Brigham City (-8.9%), Thompson Springs (-4.8%) and Jensen (-3.5%) declined. Mirroring the high vehicle traffic along I-15 at the UT-AZ border and along I-80 at the UT-WY border, visitation is highest at the St. George and Echo Welcome Centers.

